

There's Dollars Ahead!



New Feeding System

Cuts Feed Bills

Grows Better Chicks

A new way, . . . a precise method of chick feeding has been perfected by Pratts.

Scientific research has developed a new form of feed which gives the poultryman complete control of what the bird eats instead of allowing the birds to select what they like.

It makes possible a new feeding method, so accurate it will cut 10 to 30% off your feed bill, . . . grow better and more uniform chicks, . . . stop feed spoilage, . . . increase water intake, . . . require less labor in feeding, . . . and make it easier for the chicks to eat all the feed they need.

Pratts new "Precision Pellets" make these results possible. There's dollars ahead for poultrymen who use them.

What Are Pratts "Precision Pellets"?

Both Pratts Buttermilk Baby Chick Food and Pratts Buttermilk All-Mash Chick Starter are now available in "Precision Pellet" form.



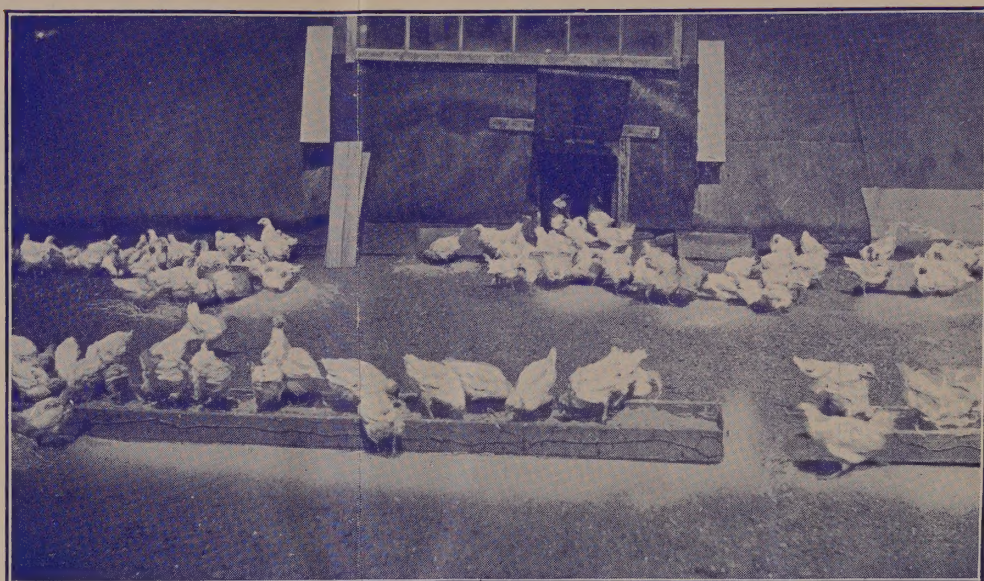
Precision Pellets contain exactly the same ingredients as the regular mash feeds. But, the feed is pressed into hard, grain-like pellets of a size ideally suited to the chicks' digestive tract.

There is no cooking to destroy the vitamins in Pratts "Precision Pellets." They are not soft, crumbly and dusty as some pellets have been. And, Pratts improved method of manufacture makes all the advantages of pelleted feeds available at practically no extra cost.

***Pratts*, "Precision PELLETS"**

Saves the Feed You Always Lost!

The ground around the hoppers in the mash-fed pens was white with spilled and wasted mash.



Watch your mash hoppers. Observe how the chicks push the mash around and spill it on the ground. This mash cannot be picked up and eaten but is trampled, becomes soiled, dangerous to eat and is wasted.

Actual feed tests on many pens of mash-fed chicks prove 10 to 30% of the mash is spilled and wasted.

Pratts "Precision Pellets" eliminate this waste.

They are grain-like and easy to eat. A chick takes a whole pellet into its mouth at one time. There is no dust to spill from the chick's bill or to be flipped out of the hopper.

Every pellet is the same, chicks don't peck over pellets for choice ingredients as they do mash.

Even if a few pellets are spilled, chicks can scratch them out of the litter again just as they would grain.

Fewer Culls—More Layers

Examine any mash feed. Notice that it contains large and small particles of feed.

When fed mash, the big chicks jump in and eat the large parts. Not only do they fail to take a balanced ration, but they unbalance the feed for the rest of the flock.

Usually, only a fine floury meal is left for the smaller, more timid birds.

The best, most uniform growth is impossible.

The contents of each Pratts "Precision Pellet" has been carefully and accurately calculated.

Each pellet contains just the right proportion of each needed ingredient and vitamin.

When Pratts "Precision Pellets" are fed, all chicks, . . . big or little, must eat a whole pellet at once. There is no picking out of choice ingredients. Each bird *must* get a balanced ration.

This exact, . . . precision method, . . . of feeding gives every chick an equal opportunity to develop properly. That's why there are fewer culls and more layers in the Pratt "Precision Pellet"-fed flock.

Pratts "Precision PELLETS"

"Precision PELLETS"

Produce More Growth



Because the chick's beak is made to pick up grain-like feeds, mash is hard for the birds to eat. Crop X-rays prove many mash-fed chicks fail to fill their crops with feed. Chicks can't make the most profitable growth on half-full crops. More feed is needed to produce a pound of growth and it may stunt the birds.

"Precision Pellets" are tightly compressed. Like grain, they are easy to eat. A lot more nourish-

ment gets into the chick's small digestive tract before a feeling of fullness is experienced. When "Precision Pellets" are fed, crop capacity is usually used 100%.

This means more nourishment is available and better growth results from each pound of feed eaten.

Pratts "Precision Pellets" grow the big, sturdy, uniform type of flock that is capable of laying heavily straight through a long season.

Other Advantages

Because of the pressure applied in pelleting Pratts Chick Starters, excess moisture is driven off. This causes the chick to drink more water and leads to better growth and health. The chick's body is largely moisture and a big water intake is essential.

"Precision Pellets" are very slow to spoil. They have been compressed to such density, they can take up but little water, unless deliberately dampened. Consequently, they do not readily mold

or deteriorate in any other way.

Pratts "Precision Pellets" are more sanitary and easy to feed. They do not become soiled as easily as mash. Again, they will not pack down in the crop as readily. Thus crop impaction is less likely.

Moreover, Pratts "Precision Pellets" will not cake in the feed hoppers. They never need to be moistened and cleaning the hoppers is more easily and quickly done.

The "Precision PELLET" Feeding System...

Pratts Buttermilk Baby Chick Food is the original, the proven superior starter, . . . now richer in buttermilk and better than ever.

It feeds and strengthens the nervous system, . . . fortifies vigor and disease resistance, . . . builds a big, strong frame on which good body weight can be hung, . . . and develops rugged egg laying organs that will stand up under the pressure of heavy laying.

The experience of thousands of poultrymen has proven its superiority.

To these points, Pratts now adds all the advantages and economies of pellet feeding. Pratts Buttermilk Baby Chick Food in its new "PRECISION PELLET" form is truly "The finest feed in the finest form!"

How to Feed

As soon as the chicks are put in the brooder (36 hours after hatching), put some Pratts Buttermilk Baby Chick Food in "Precision Pellet" form before them.

If the chicks don't eat, tap the pellets gently with your finger and they will soon get the idea. Another method is to put a few older chicks into the pen and these older chicks will soon teach the others to eat.

Keep Pratts Buttermilk Baby Chick Food "Precision Pellets" before them constantly and let the chicks take all they will eat. Feed in such amounts it will be possible to supply fresh pellets twice a day.

Grain can be given the chicks at the beginning of the third week. Use Pratts Chick Scratch and feed it in an open hopper an hour before the chicks go to roost. This is much more sanitary than the old practice of feeding grain in the litter.

Greens, charcoal, shell, cod liver oil or other supplements are not necessary, . . . Pratts Buttermilk Baby Chick Food "Precision Pellets" are complete. However, in periods of bad weather, when birds are closely confined, nothing so sharpens the appetite as does a meal of fresh, clean, cut greens.

At the end of the fourth week, start mixing a little Pratts Buttermilk Growing Mash Pellets with the Baby Chick Food Pellets. Gradually increase the amount of Growing Mash Pellets at the same time decreasing the amount

of Baby Chick Food Pellets. In a week or ten days you should have your chicks on Pratts Buttermilk Growing Mash Pellets entirely.

At the same time, change your birds to Pratts Intermediate Scratch Feed.

Fresh green food may now be given daily, if desired.

All-Mash "Precision Pellets"

In the all-mash system, Pratts Buttermilk All-Mash Chick Starter in "Precision Pellet" form supplies the entire diet of the chick until it is six to eight weeks old. No other feed of any kind is needed. Simply keep Pratts All-Mash Chick Starter Pellets before the birds all the time.

Feed the pellets in such amounts that fresh feed can be given twice a day. The last feeding should be given about an hour before the birds go to roost. This will send them to roost with full crops.

After two months, we recommend the birds be gradually changed to Pratts Buttermilk Growing Mash Pellets and Pratts Intermediate Scratch Feed. This system consistently gives better results in developing growing pullets into profitable layers than does the all-mash system.

Part of 3600 chicks started on Pratts Buttermilk Baby Chick Food in the new "Precision Pellet" form. Chicks are two weeks old. Note how evenly they are starting to feather, their uniformity in size, and obvious health.



Stop and Go Feeding

In an effort to prevent coccidiosis, some authorities recommend "stop and go" feeding with periods each day when no feed is before the birds.

This method does lead to a somewhat more healthful condition of the intestines, making coccidiosis outbreaks less likely.

On the other hand, it will slow down growth and isn't to be considered as an absolute preventative for coccidiosis. In addition, if chicks get too hungry, they may overeat when they are fed. And, when hoppers are empty too long, cannibalism often results or the chicks will start eating the litter.

However, if considerable coccidiosis has been experienced, the "stop and go" method of feeding is worth being tried. The procedure to follow is simply this:

Feed Pratts Precision Pellets sparingly, allowing the chicks to clean out the hoppers entirely three times a day. Don't refill the hoppers at least for a half an hour. Watch the chicks carefully to see that they don't eat the litter or start pecking at each other.

PRATT FOOD COMPANY

PHILADELPHIA, PA.

Buffalo, N. Y.

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Hammond, Ind.

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A Big Nickel's Worth!

Here's the biggest bargain that has ever been offered poultrymen, . . . Pratts Buttermilk Mash Pellets. They cost only 5c a 100 lbs. more than ordinary mash and have the following advantages:

1. Pratts Pellets cut feed bills 10 to 30%.
2. Pratts Pellets make more uniform feeding possible.
3. Pratts Pellets produce more eggs and more growth.
4. Pratts Pellets increase water intake.
5. Pratts Pellets are easier to eat.
6. Pratts Pellets increase growth and production of timid birds.
7. Pratts Pellets cut down feed spoilage.
8. Pratts Pellets are easier to feed.
9. Pratts Pellets help avoid crop impaction.
10. Pratts Pellets are more sanitary.

SEE VALUABLE COUPON ON OTHER SIDE

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COUPON

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FREE with 5 coupons

Pratts always have been known for the fine poultry books they have published. Here's their latest and best, . . . just off the press, . . . 144 pages of valuable, down-to-the-minute information on profitable poultry keeping.

You can get a copy free by saving 5 of these coupons which you will find in every 100 pound bag of Pratts Poultry Mash.

Only one book to a customer.

To get your copy, just mail your five coupons with your name and address to

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